

## ABSTRACT

The invention presented herein relates to methods and systems for providing life management and enhancement applications and services to customers via an electronic medium such as the Internet. In addition, the present invention is directed to business-to-  
5 business and business-to-customer applications that provide customer-centric and “reverse retailing” services to customers. The life management and enhancement applications and services are provided to customers through a central online location such as the Internet portal. A system and method according to one particular embodiment of the present invention describes an application for providing telematics services to the  
10 customer.